



# APPENDIX C:

## S.W.O.T. ANALYSIS RESULTS







## S.W.O.T. ANALYSIS RESULTS

### *S.W.O.T. #1 (administered at Comprehensive Plan Committee Meeting in April 2007)*

#### Strengths

Accessibility (roadway)  
 Location between two cities (Rensselaer and Troy)  
 Rensselaer Tech Park  
 Strengthening infrastructure  
 Good schools  
 Interstate 90 connector  
 Developable land  
 Waterfront  
 Diversity of communities  
 Mix of city/country living  
 Good quality single-family housing  
 Residents are well educated  
 Most residences have a yard  
 Town resources, such as emergency services  
 Low crime rate

#### Weaknesses

Lack of a Comprehensive Plan  
 Ability to build unsightly strip malls  
 Lack of a post office or substation  
 Ugly Town Hall  
 Community is just used as a pass-thru for commuters  
 Bottlenecks at SR 4 and 43 (roads to the west could be used to alleviate congestion here)  
 A segmented sense of community as indicated by hamlets and the presence of four school districts and three mailing addresses  
 The community is too big to be small and too small to be big; community identity is lacking  
 Community services compete amongst one another  
 Despite numerous County-owned facilities, there is a lack of coordination between the Town and County

#### Opportunities

The creation of a sign overlay district can improve appearances and the quality of not only local signage, but also the overall community  
 Interstate 90 connector  
 Improve the design and type of retail, i.e. “smart retail”  
 Expansion of the tax base  
 Thwart the threat of annexation by other municipalities  
 Medical complex – primary care  
 Unified identity  
 Gaps in services can be filled  
 More centralized community center, recreation space, fields, trails  
 Refinement of the zoning districts  
 Address existing non-conforming uses  
 Connect to riverfront, development opportunities  
 Large parcels of vacant and undeveloped land within the town  
 Coordinate future growth and development with RPI  
 Servicing the Tech Park – river connections and housing

#### Threats

Community opposition to Town initiatives  
 Annexation  
 Change  
 Inability to provide services based on the outcome of the Comprehensive Plan  
 Too much analysis with too little progress – paralysis by analysis  
 A lack of cooperation or coordinated planning between the Town and County  
 Municipal home rule structure  
 Adjacent to two competing cities (Troy and Rensselaer)  
 Lack of appropriate infrastructure to support to future I-90 connector  
 Inability to make timely decisions



## S.W.O.T. ANALYSIS RESULTS

### *S.W.O.T. #2 (administered at Public Information Meeting in August 2007)*

#### Strengths

Location in the region  
Water – natural  
Good soils – agriculture  
Open space around neighborhoods  
Natural character  
Ability to communicate  
Forested land  
Rich history  
Proximity to education  
RPI Tech Park  
Near theatre & arts  
Recreation opportunities – beach  
Safe  
Distance from regional commerce  
River frontage  
Quiet community  
Locally-grown food, livestock

#### Weaknesses

Lack of consensus  
Lack of sidewalks  
Lack of acreage to support local farming  
Poor infrastructure planning & implementation – roads, sewer  
Fragmented community – geographically  
Lack of public spaces, recreational facilities  
Growing traffic  
Pass thru – not a destination (encourage live-work)  
Lack of ability of working towards common goal  
Too many single-occupancy vehicles  
Lack of trails – bike & pedestrian  
Potential to be “Anywhere USA”  
Lack of planning – haphazard growth  
High taxes  
Inability to survive climate change, “Peak Oil”  
Lack of common community center – sharing info  
Saturation of certain businesses – lack of diversity  
Quantity over quality business

#### Opportunities

Preserve greenspace & rural character  
Open up the riverfront  
Bike, ped facilities  
Factions to work together  
To look further than 10 yrs  
Welcome to Rensselaer County at Exit 8  
Relieve congestion by completing I-90 connector  
Plant greenery at gateways  
More recycling & re-use  
Consistent lighting, signage, etc., on Main St.  
Let developers know our vision for development  
Long-term infrastructure planning  
Centralize location – municipal center – community services  
Cooperative planning within County  
Involvement in volunteer emergency services  
Protect existing businesses by avoiding duplication  
Affordable housing

#### Threats

Over-development  
Unplanned development  
Traffic – Route 4 becoming Wolf Rd  
Overcrowded schools  
Increase in accidents ped-auto conflict  
Overtaxing/straining of municipal services  
Lack of transparency in government  
Unaffordable housing – lack of diverse options  
Not enough public involvement to combat various threats, political, etc.  
Ignorance  
Breakdown of trust in elected officials  
Activity between now & plan adoption  
Accelerated development  
Annexations  
Process may polarize town